

CSM : 22

MANAGEMENT

PAPER - I

Time Allowed : 3 hours

Full Marks : 100

Marks for each question is indicated against it.

Attempt any 5 (five) questions taking not more than 3 (three) questions from each Part.

PART - A

1. Discuss the challenges that Management face in a Global Environment. What are some of the strategies that will help them to cope with such challenges? **(10+10=20)**
2. Based on the prevalent culture of our State, which leadership style is most suitable for our State? **(20)**
3. What are Knowledge Based Enterprises? How are such enterprises fueling organisations today to meet their needs and face their competitors? **(6+14=20)**
4. Enumerate on the measures taken by Government of India for developing rural entrepreneurship in the country. **(20)**

PART - B

5. (a) Discuss the need for human resource planning at the organizational level. **(10)**
(b) Discuss various on-the-job and off-the-job training methods. **(5+5=10)**
6. Define market segmentation? Discuss the bases of market segmentation. What are the criteria for a good segmentation. **(3+10+7=20)**
7. (a) What is Budgeting? How is Budget both a planning and a controlling Device? **(4+6=10)**
(b) What is Zero Base Budgeting? What is its significance? **(4+6=10)**
8. Explain the following with suitable examples wherever necessary: **(10+10=20)**
 - (a) Lease Vs. Hire Purchase
 - (b) Methods for floating New Issues by Firms in Primary market.

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